Even Though You Inhale—

NO WORRY ABOUT THROAT IRRITATION—

If you smoke—you can't help inhaling! BUT... you *can* help your throat.

You *can* have this exclusive proved PHILIP MORRIS superiority . . . facts reported by eminent doctors who *compared* the leading popular cigarettes:

IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, WHAT'S MORE, SUCH IRRITATION LASTED *MORE THAN FIVE TIMES* AS LONG!

No finer tobaccos are grown than those you enjoy in the marvelous PHILIP MORRIS blend. *But that alone is not enough!* A basic difference in manufacture makes PHILIP MORRIS *better for your nose and throat* —besides being *better* tasting!

MORE PLEASURE IN EVERY PUFF—PLUS PROTECTION!

CALL FOR PHILIP MORRIS

America's *Finest* Cigarette!

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Source: https://www.industrydocuments.ucsf.edu/docs/pqkk0000